

People traffic counting solution for any business open to the public

AX-Click

PEOPLE TRAFFIC COUNTER FOR IP CAMERAS



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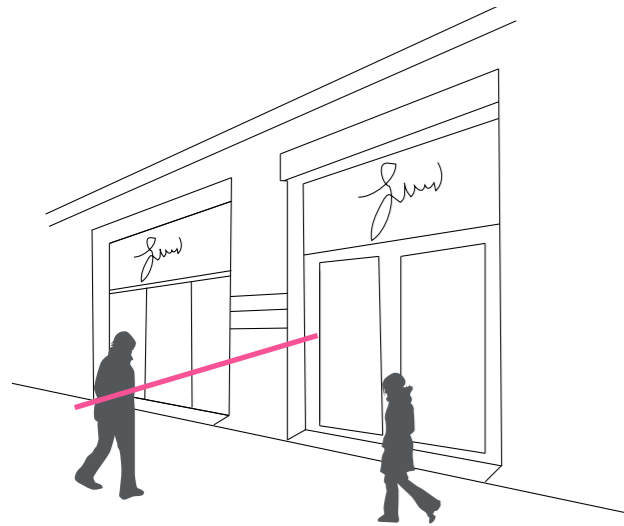
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“Acquiring quantitative data of the pedestrian traffic is essential to calculate fundamental metrics for your business like attraction, capture and conversion, and to analyze its potential and increase profitability”

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Every day hundreds or thousands of potential customers may pass in front of your establishment. However, do they just walk or are they interested and attracted by your commerce? Knowing how many people pass in front of your door and the time slots they do it, will help you find out the potential of your business.



AX-Click is a licensed application to be installed in an Axis network camera that allows counting the number of people passing at a certain distance of your front door. Used alone or in combination with AX-PeCo, video based people counting application, Retail owners and managers will have a valuable tool to increase their knowledge of the potential and value of the business.

Obtaining reliable flow pedestrian data is essential to increase operational efficiency and intelligence of any business open to the public such as shops and commerce, malls, supermarkets, public buildings, hotels, libraries, exhibition centers ...

AX-Click can be used singly or in combination with cameras containing AX-PeCo, application that installed on a network camera AXIS turns it into a video based people counter with recording and storage of the collected data.

Combining data from both applications allows you to perform analysis of your traffic and affluence and work the different variables of your business to obtain and increase attraction and conversion ratios.

Application available at:
http://www.videosafe.net/AX-Click_Index.html

Trial license key or license activation key at:
http://www.axis.com/techsup/compatible_applications/



Pedestrian traffic is a valuable data that allows for a better analysis of the opportunities for your business. The confrontation of this variable with other information such as affluence or number of tickets helps owners and managers to detect a possible advantage or loss of business and gives quantitative arguments to implement measures and changes that increase the business performance and, therefore, its profitability.



Characteristics

- 1 SURVEILLANCE FUNCTION UNCHANGED**
 The counting is independent of the video images, which keeps intact the function of video surveillance of the camera.
- 2 EASY SETUP**
 AX-Click only requires the setting of the signal reception and recording schedule parameters.
- 3 ACCESS VIA INTERNET EXPLORER**
 It provides easy and secure access to the Web interface of the camera to test its correct operation, query data from previous days or weeks and perform downloads between two requested dates.
- 4 DATA MANAGEMENT WITH PeCo-Graph**
 The free software PeCo-Graph permits the jointly download of the counting data obtained from different cameras by AX-Click and/or AX-PeCo, their query, graphical visualization and export.
- 5 API FOR INTEGRATION**
 Ask for our API to download counting data in .csv format and integrate them with other management software along with other data such as people counting data or billing.

Data management with PeCo-Graph

PeCo-Graph is free software that permits the jointly download of counting data obtained from AX-Click and AX-PeCo, their query, graphical visualization and export.

An easy application for PC designed for the functional and commercial analysis of the counting data that, on the one hand facilitates the gathering of data and, on the other simplifies their analysis and graphic representation.

Counting data can be manually downloaded at user request or automatically by performing scheduled downloads at a specific time and from one or several cameras.

It has multiple graphics to quickly and easily make presentations with comparisons between intervals within the same camera or comparisons of a same interval within different cameras. It also has a complete calendar of trend analysis to clearly see the flow distribution curves at the different establishments.

For further information, please visit: www.visual-tools.com

